

APA SCHOLASTIC FUNDRAISING PROGRAM

SUPPORTING OUR NATION'S SCHOOLS AND
PROMOTING RESPONSIBLE PET OWNERSHIP

Partners for Pets

- Education
- Support
- Donations
- Motivation



- Ethics
- Integrity
- Commitment

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From the Director...

Recently I saw a news story on one of the large networks about a company providing a fundraiser for schools. Although the story showed the program to be very impressive, I took a deeper look and found it raises only pennies for the school, while it made big sales for the company.

I think we all question just about everything these days. There are just not many companies or organizations that we can trust completely anymore. Fortunately, the APA is still one of these organizations. And it got me thinking.

My first thought was that although I know the APA is in a position to help schools, how would it help our core value, promoting responsible pet ownership?

The answer was simple. By incorporating responsible pet owning education with fund raising, both organizations achieve their goals.



The APA Scholastic Fundraising Program is designed to be easy to initiate and operate and requires no investment or risk for your school.

Another surprise you will find with the APA is that everyone you work with is professional and pleasant. No department of the APA generates complaints. It is a commitment to a higher level of respect among our communities and nation's leaders.

We will always treat everyone at your school with this respect and kindness, and appreciate the same in return.

Please call my staff with any questions, or you are welcome to call me directly at 800-272-7387 x102.

Best Regards,

A handwritten signature in blue ink that reads "Rich Werner".

Richard Werner
Executive Director

APA Scholastic Fundraising Program

The APA Scholastic Fundraising Program is more than a typical fundraiser. It is designed to generate significant funds rather than pennies.

Although appropriate for sports groups and clubs, it is significant enough to make a dent in school deficits.



The APA has a long established reputation as an ethical and responsible organization. All schools can be proud of an APA affiliation.



All support to Approved Schools is provided **at no cost to the School**. There are never fees for supplies or materials, or long term records to keep.

The APA Scholastic Fundraising Program was not only designed to benefit the school, student and ultimately pet owners but was also designed to be easy to initiate and simple to operate. Time constraints of school staff and students have been taken seriously.

- No Cost to the School
- Customized Brochures
- Customized Web Site
- Minimal record keeping
- No fines for lost materials

Why choose the APA SFP?

The APA offers the most effective school fundraising plan available aimed at serious deficits and dwindling programs for our children.



Greater Funding

Nickels, dimes, even a dollar just doesn't add up to enough any more. The APA provides \$8.00 per easy sale. 500 students can quickly raise \$16,000.00.

Better ethics

Promoting responsible pet ownership is always an admirable cause, and something everyone can feel good about.

No Cost

It is hard to spend money when you need money! The APA requires no up front or ongoing costs to the school. We are partners in your success, not profiting from your success.



No loss costs

We all know anything can happen with kids. Although we strongly encourage accounting of all supplies, there is no charge to the school for reasonable loss of materials/memberships.

Promoting Responsible Pet Ownership

Starting 2011, the APA will be offering local schools responsible pet ownership activities and education programs.

Kids love it!

Everyone knows kids love pets. Incorporating pets into raising funds for their school is a win-win.

Flexible—Clubs, Sports, Groups or the School Budget

This program can be used in any area of need.

Exclusive

To avoid area saturation, and maximize efficiency for your school, this fundraising program is only offered through schools.



Guardian Membership

The heart of the [Scholastic Funding Program](#) is the APA's **Guardian Membership**. This program is designed to provide significant benefits for both the pet and owner alike.

Just another ID Tag?
Not at all!



What fate awaits this dog?
With the Guardian Membership,
it will be home soon, even if the
collar and tag comes off!



The Guardian Membership Includes:

- **Stainless Steel Guardian Collar Tag** imprinted with APA's 24 hour toll free lost pet hotline number and the pet's ID number. **Free** collar replacement & **Free** lost tag replacement.
- APA's exclusive **One Pet - One Tag Program**
- Comprehensive pet and owner database with multiple contacts to insure lost pets return home quickly and safely.
- **Member Answer Line** - Extensive pet owner assistance; Average call is 32 minutes long!
- Emergency Medical, Boarding and Transportation arrangements.
- **Active Recovery Program** - Lost pet package delivered via FedEx, overnight delivery.
- **Complete Member Benefits** including Veterinary and Pet Product Discounts.
- \$1,000.00 **Stolen Pet Reward Policy**.
- **Membership card** for easy reference.
- **Free** membership file updates. For the well being of the pet, updates are encouraged, with no charge.
- Full, **unrestricted** one year membership. Not a "trial" membership.



Guardian Lost Pet Package

- Delivered in 12-48 hours
- Laminated full color posters
- Fade proof—Water Proof
- \$1000.00 Stolen Pet Reward
- Printed with 24 lost pet hotline #
- Full size & 1/2 size posters
- Recovery Cards
- Effective Recovery Procedures

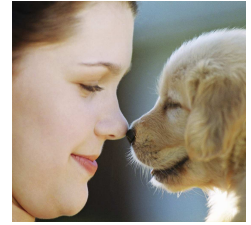


Recovery Cards –
To give to people
in the community
that may see the
lost pet

The APA takes an **active approach to pet recovery**, plus we provide the pet owner that has lost his pet with valuable pet recovery tools. In addition, the APA contacts every humane agency and rescue group within 30-60 miles of where the pet was lost.

The Guardian is *much* more effective in recovering lost pets than microchips or tag programs. The program has a 99.4% recovery rate plus it is an effective tool in starting the pet owner off on the right track and promoting responsible pet ownership.

The “Nuts and Bolts” of the SFP



The APA will provide your facility with all the tools necessary to initiate the APA Scholastic Fundraising Program, and its daily operation, at no cost. **There are never any costs to your school.** And you can count on the APA to maintain the highest ethics and respect for our members and participating schools.

Your School...

- 1) Begin by applying for the Program.
- 2) Once approved, you will receive program materials including Guardian Memberships in 1-4 weeks depending on the size of the school.
- 3) Hold a staff meeting to educate staff members on the program and its operation.
- 4) Decide which students will be participating.
- 5) Distribute Guardian memberships, log sheets and materials to the students.
- 6) Decide how they will be marketed by the students (friends and family, events, door to door, etc.)
- 7) Each week, mail the completed memberships to the APA.
- 8) Receive weekly donation checks, or a lump payment at the end of the program period.

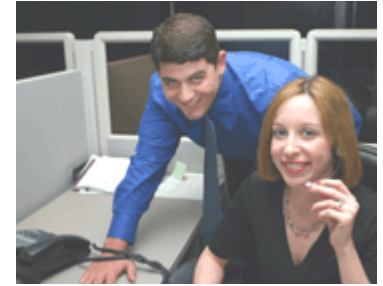
The School Supporter/Pet Owner...

- 1) Within an hour of receiving each APA Log Sheet, the basic owners information is entered into our database.
- 2) If the owner does not activate on their own within 48 hours, they receive a friendly activation reminder. If necessary, a second notice is sent a week later.
- 3) When the owner activates, they are educated about the program and the benefits to them and their pet. The importance of spaying and neutering as well as not allowing their pet to run free (especially cats) is emphasized. They are also told of the importance of notifying the APA as soon as their pet is lost so that we may begin the recovery process, including FedEx'ing their lost pet package to them.
- 4) The owner is invited, and encouraged, to use the APA's Member Answer Line for any non-medical pet owning issues that arise. They are also informed of any veterinarians or pet stores in their area that offer discounts on every visit for APA Members.
- 5) This is a full unrestricted One year Membership and renewal is encouraged through your school program so that you can continue to receive funds.

- ✓ No cost to participate
- ✓ Increase the effectiveness of fundraising efforts
 - ✓ Promote a valuable, ethical service
 - ✓ Teach children responsible pet ownership
 - ✓ Raise significant funds for your school!

SFP Program Review

The APA maintains the highest ethical standards, and employs a highly trained and professional staff.



Our primary goal is to better the lives of our companion animals and promote responsible pet ownership. Working with schools helps us to bring a responsible pet owning message to children, and raise badly needed funds for our nation's schools.

But this is just the beginning...



You too can be proud of our work, and what we have in store for the future.

More programs for schools are coming...

The Scholastic Fundraising Program...

- ✓ Raises significant funding, no more pennies on the dollar
- ✓ Promotes an ethical and valuable program
- ✓ Short term and highly effective
- ✓ Web site for out of town supporters and year round fundraising
- ✓ No costs to the school
- ✓ Friendly and professional APA representatives work with you for success
- ✓ Can be run annually for ongoing success
- ✓ Partnering with an very reputable and ethical organization benefits all
- ✓ Offers the new pet owner significant member benefits

We hope that this information has clearly explained the APA Scholastic Fundraising Program, and how it can be a benefit to your School and your Community.

If you have any questions, please call the Scholastic Services Staff at 800-272-7387, ext. 127.

To begin the Scholastic Fundraising Program at your School, either fax, or mail, the enclosed application. An APA Scholastic Services Representative will contact you within two days of receiving your request.

Frequently Asked Questions

for the American Pet Association's Scholastic Fundraising Program

Q: [How much does it cost our school?](#)

A: Nothing. There are never any costs, fees or penalties.

Q: [We already have fundraising programs, why should we use this one?](#)

A: Simply put, less time for more funding, plus working with the APA you are offering a much more valuable "product" and working with a highly ethical organization.

Q: [How much do we actually receive?](#)

A: The school receives \$8.00 for each membership sold.

Q: [What is the cost to the pet owner?](#)

The Guardian membership is \$22.95 for a full year.

Q: [Can we lower the cost if our area is financially depressed?](#)

A: Yes, upon approval, the price can be reduced up to half, which decreases your percentage accordingly.

Q: [Is this program really exclusive to schools?](#)

A: Absolutely. Our goal is to help schools with their funding issues, and promote responsible pet ownership to children. Also, for this program to be most effective for your school, we do not allow other groups to participate.

Q: [What businesses or corporations is the APA associated?](#)

A: None. The APA is a stand alone organization. We do not accept corporate sponsorship, or donations. We do not even sell advertising space at our web site nor in our newsletters. This assures that we can remain uninfluenced.

Q: [Are the members' names given to any business or does the APA solicit for businesses?](#)

A: No. The APA keeps all of our members information strictly confidential.

Q: [Will this program use up my staff's time?](#)

A: No. Every effort has been made to require minimal participation from your staff.

Q: [How is this program funded?](#)

A: The APA is a stand alone organization that does not accept corporate donations and therefore does not have corporate agendas. Our programs are solely funded by our membership programs.

Q: [How quickly can we start the Scholastic Fundraising Program?](#)

A: To maintain the highest levels of customer service we add new schools to this program in stages. Usually you can start the program within 1-4 weeks of sending your application. You may have to be put on a waiting list if there is high demand in your state.



If you have any other questions, please call our
Scholastic Services Department at 800-272-7387, ext 127.

The APA maintains the highest ethics in the pet industry.

- 1) Member and facility information is never sold, loaned or given to any other organization or company.
- 2) There are never hidden aspects to our programs or policies.
- 3) Pet programs are based on real world value and effectiveness not “marketability”.
- 4) Our first priority is the safety and welfare of companion animals.
- 5) Our member database is secure and financial information is encrypted.
- 6) Our staff is qualified, pleasant and highly trained. Our work environments are always positive which we feel is critical in providing service beyond our members expectations.



**American Pet Association
Scholastic Services**

Phone: 800-APA-PETS (800-272-7387)

Fax: 877-APA-PETS (877-272-7387)

Email: Schools@apapets.org

VISIT US ON THE WEB!

WWW.APAPETS.ORG

"Changing the Way America Cares for its Pets"
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